

# Case Study

## 1623 Farnam & Great Plains Communication Extending Connections Across Nebraska and Beyond



### Background

Located in the Central United States, in Omaha, Nebraska, 1623 Farnam is a natural, centralized hub for customers within the city and across surrounding states, providing a meeting point for local, regional and global telecommunications companies that seek a presence in the region. Home to one of the world's largest cloud providers, 1623 Farnam is also host to the most geographically-centered Internet Exchange in the U.S., the **Omaha Internet Exchange (IX)**.

Great Plains Communications is one of the largest privately-owned telecommunications providers in the Midwest. Headquartered in Nebraska, they have over a century of experience providing business, wholesale and residential customers with forward-thinking, fiber-based technology services including Ethernet, Internet, video, hosted and voice solutions across an 11-state footprint. The company also takes pride in its progressive approach to accommodating the unique needs of all regional and national telecommunications carriers, LECs, ISPs, wireless carriers and other service providers, utilizing superior engineering and custom-build strategies. At the core of its service offering is an extensive 13,500-mile regional fiber network, including long-haul and metro networks that span the state of Nebraska, extending into Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Minnesota, Missouri, South Dakota and Wyoming. The network offers community access rings, last-mile and middle-mile solutions, all fully supported by the Company's 24x7x365 Network Operations Center.

### Challenge

Providing connectivity to a large portion of communities in Nebraska, it is important for Great Plains Communications to establish secure and reliable connections. They must be able to bring network traffic from all over the country at the lowest possible latency for their customers, allowing clients to access networks as needed and without bottlenecks. The year 2020 especially has seen a lot of growth in internet traffic, whether it be from residential, enterprise, or wholesale providers. Great Plains Communications has seen an increase in customers seeking additional voice and data services and upping bandwidth requirements. This will only continue to increase as technology continues to evolve. Additionally, Great Plains Communications is seeing an increase in demand for direct and indirect cloud connections.

### Solution

1623 Farnam's location at the nexus point of the nation's North/South and East/West fiber routes, provides a crucial point of connection to other local, regional, national and international carriers. They also provide access to low latency connections to other valuable companies such as the many hyperscalers in the area and provide access to their own Internet peering point, Omaha IX. Access to these cross-country routes has allowed Great Plains to not only provide their customers with unmatched connectivity, but also allows them to access bandwidth as needed and avoid congested networks. Customers are also able to access indirect cloud connections via 1623 Farnam and their relationship with cloud providers such as Google Cloud, Telia Carrier, Megaport and others. Great Plains can leverage their relationship with 1623 Farnam and work with other industry experts to consult with their customers on the best cloud connectivity options to meet their unique needs.



*"Our relationship has been a great experience from the beginning. 1623 Farnam has always been very flexible to work with us as needs have changed and as our network has evolved. From operations to sales to management teams, they have been an ideal company to work with. We see them as a key technology partner."*

**Matt Reed,**  
Senior Wholesale Account Executive